



MAKEGOOD FORM

Station:	<u>WAVY-TV NORFOLK</u>	Rep:	<u>Eileen Baggett</u>
Client:	<u>KAINE FOR SENATE</u>	Buyer:	<u>Chris Vail</u>
Today's Date:	<u>10/5/12</u>	Fax:	
Flight Date:	<u>10/8-10/14</u>	Est. #	<u>11517</u>

PRE-EMPT/PROGRAM CHANGED FROM:

Pre-empt Date	Time Period	Program Title	Length	# Spots	Cost
10/8-10/11 M-Th	1135p-1235a	Leno	30	4x	125/500
10/9 Tu	1-2p	Days of Our Lives	30	1x	125
10/11 Th	9-10a	Today Show	30	1x	125
10/13 Sat	6-630p	Sat News at 6p	30	1x	150
10/14 Sun	8-9a	Today Show	30	1x	225
				8x	1125

MAKEGOOD/PROGRAM REVISED TO:

Makegood Date	Time Period	Program Title	Length	# Spots	Cost
10/9-10/12 T-F ✓	1135p-1235a	Leno	30	4x	150/600
10/9 Tu ✓	1-2p	Days Of Our Lives	30	1x	150
10/11 Th ✓	10-11a	Today Show	30	1x	125
10/14 Sun ✓	7-8a	WAVY News Sunday at 7a	30	1x	200
10/10 Wed ✓	2-3p	The Doctors	30	1x	50
				8x	1125

Note The Saturday News at 6p is not airing on 10/13 due to Notre Dame 330-7p.

APPROVED

10/5/12
Date

ENTERED
10/3/12



Make-Good Form

10/9/2012
12:33 PM
Page 1 of 1

Advertiser: Kaine for Senate 2012
Station: WAVY-TV
Market: Norfolk-Portsmouth
Flight Dates: 10\08-14\2012
Email: Eileen Baggett

Contact: Eileen Baggett
Station Fax: 757-396-6151
Station Phone: 757-393-1010
Buyer: Chris Vail
Buyer Fax: 303-764-9956

Pre-Emption


Make Goods

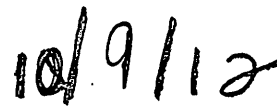
Program:	Time:	Date(s):	Qty:	Rate:	Total:	Program:	Time:	Date(s):	Qty:	Rate:	Total:
Dateline	10:00p-11:00n	10/12/2012	1	\$400.00	\$400.00	Dateline	10p-11p	10/12/2012	1	\$900.00	\$900.00

Total Pre-Emptions:	\$400.00	Total Make Goods:	\$900.00
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Balance Due to Station:	\$500.00	Hold any advertiser credit at station until notified.
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Please sign and return if accepted by station:


Signed


Date

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203
Phone: 303-989-4700 Fax: 303-989-1910

Kaine for Senate 2012
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Pre-empt Date	Time Period	Program Title	Length	# Spots	Cost
Sat 10/13	11-1130p	WAVY News at 11p	30	1x	500
Th, Fr 10/11-10/12	5-6a	WAVY News at 5a	30	2x	125/250
				3x	750

MAKEGOOD/PROGRAM REVISED TO:

Makegood Date	Time Period	Program Title	Length	# Spots	Cost
Sat 10/13	10-11p	Law & Order SVU encore	30	1x	300
Sat 10/13	6-7a	WAVY News at 6a on Saturday	30	1x	200
Sat 10/13	7-8a	WAVY News at 7a on Saturday	30	1x	250
				3x	750

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Sat 10/13	11-1130p	WAVY News at 11p	30	1x	500
Sun 10/13	1130p-12m	WAVY News after NFL	30	1x	500
				2x	1000

MAKEGOOD/PROGRAM REVISED TO:

Makegood Date	Time Period	Program Title	Length	# Spots	Cost
Sun 10/14	1130p-12m	WAVY News after NFL	30	1x	800
Sat 10/13	7-8a	WAVY News at 7a on Saturday	30	1x	200
				2x	1000

APPROVED

10/11/12
Date